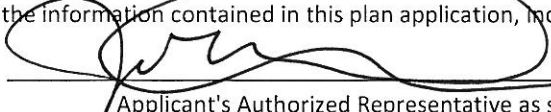


APPENDIX I- PLANNING GRANT APPLICATION FORM

Applicant (Agency & address - including zip) Association of Monterey Bay Area Governments PO Box 809 Marina, CA 93933		Proposed Date of Completion: Grant Amount Requested: \$750,000 If Joint Proposal, list participating entities/ contact person:	
Check one			
City			
County			
MPO		X	
COG			
RTPA			
JPA			
Joint Proposal			
Lead Applicant's Name:		Association of Monterey Bay Area Governments	
Title of Proposal (summarize the deliverable to be funded by this grant)		Joint Work Program for the Sustainable Communities Strategy	
Applicant's Representative Authorized in Resolution Name: John Doughty Title: Executive Director Phone: 831.264.5100 Email: jdoughty@ambag.org		Person with Day to Day Responsibility for Plan (if different from Authorized Representative) Name: Randy Deshazo Title: Principal Planner Phone: 831.264.5086 Email: rdeshazo@ambag.org	
<i>Check all of the following that are incorporated or applicable to the proposal:</i>			
Focus Area		Program Objectives	
	Focus Area # 1		Applying for 20% EDC set aside
X	Focus Area # 2		
	Focus Area # 3	X	Improve air and water quality
Eligibility Requirements (mandatory)		X	Promote public health
X	Consistent with State Planning Priorities	X	Promote equity
X	Reduces GHG emissions on a permanent basis	X	Increase affordable housing
X	Collaboration requirement	X	Increase infill and compact development
Priority Considerations		X	Revitalize urban and community centers
X	Demonstrates collaboration & community involvement	X	Protect natural resources and agricultural lands
X	Addresses climate change impacts	X	Reduce automobile usage and fuel consumption
X	Serves as best practices	X	Improve infrastructure systems
X	Leverages additional resources	X	Promote water conservation
X	Serves an economically disadvantaged community	X	Promote energy efficiency and conservation
	Serves a severely disadvantaged community	X	Strengthen the economy
I certify that the information contained in this plan application, including required attachments, is complete and accurate			
Signature: 		Date: 8/31/10	
Print Name and Title: John Doughty, Executive Director			

VIII. Proposal Summary Statement

VIII. Proposal Summary Statement

The enclosed grant application for the Monterey Bay Area SCS Joint Work Plan is being submitted under the “Regional SB 375 Plus” Focus Area #2 of the Sustainable Communities Planning Grants Program as issued by the California Strategic Growth Council in the amount of \$750,000. With the support of local jurisdictions within the AMBAG region, this grant will fund four major components of the SB 375 implementation plan for the Monterey Bay Area. These include the following: 1) Land Use Initiative, 2) Transportation Initiative; 3) a Deliberative Public Participation Program and 4) CEQA/SCS Initiative.

The AMBAG region will be adopting the next Metropolitan Transportation Plan and its first Sustainable Communities Strategy per SB 375 in June of 2012, a year after SANDAG adopts the first SCS in the State of California and close to the time when SACOG and SCAG plan to adopt theirs.

For AMBAG, our June 2012 adoption date was prompted by the passage of SB 375. Shortly after SB 375 was signed into law in late 2008, the AMBAG Board of Directors elected to adopt the next Metropolitan Transportation Plan on an expedited schedule in order to meet the new challenges of this landmark legislation. Rather than continuing on our regularly scheduled timeline of adopting by 2015, the AMBAG Board opted to complete our next MTP by June of 2012. This expedited schedule would provide the region with more time to develop actionable plans for 2020.

In short, this Board action demonstrates a strong regional commitment to SB 375 implementation. It also demonstrates urgency for this region’s funding needs in regard to SB 375 implementation. As one of four MPOs with a deadline of 2012 or earlier, we are not in a position to await another round of SGC grant funding to complete our SCS. SB 375 is prescriptive in the duties, obligations and analyses required of each MPO. The Sustainable Communities Planning Grants Program represents the only funding source available to AMBAG and other MPOs to implement the state mandated SCS. As such, it is our hope that we will receive priority because of this demonstrated need.

Work in developing the SCS has already begun as of August of 2010. AMBAG and the region’s three RTPAs will be conducting the most intensive phase of work on the SCS from Fall of 2010 through late Summer of 2011 in order to have the SCS in draft form for the preparation of the EIR and the public participation requirements per SB 375.

Furthermore, on August 23, 2010, the AMBAG Board of Directors adopted a recommended regional GHG target of 5% reduction by 2035 and 0% by 2020 below 2005 per capita levels. This recommendation will be forwarded to CARB prior to the September 23rd hearing and is anticipated to replace the regional targets in the August 9th CARB Staff report of 13% and 14% increase in per capita GHG levels for 2020 and 2035 respectively.

The process leading up to the adoption of a recommended regional GHG target was a challenging one, a demonstration of how much work AMBAG staff must do in regard to inter-agency coordination as we move forward in developing our SCS.

A wide range of concerns raised by planning directors, staff members and Boards of Supervisors demonstrated a crucial need for AMBAG to saturate the region with accurate information regarding the expectations and implications of SB 375. If awarded, funding from this grant program will support AMBAG efforts to ensure that the Cities and Counties in the region are more actively engaged in the SCS planning process and are able to more aptly articulate its implications on a local level. This will allow them, in turn, to provide their respective Boards with an informed framework from which to base significant policy decisions on.

Our most recent Regional Blueprint scenario planning efforts show that this region can reduce our per capita GHG levels from the forecasted 14% increase by 2035 down to a 1.1% increase by concentrating housing and jobs in 45,000 acres of Blueprint Priority Areas. This will take concerted effort and extensive coordination with Cities, Counties and RTPAs to demonstrate its achievability. Funding from this grant program will play a crucial role in supporting the work that AMBAG, partner and member agencies will undertake in this effort.

IX. Proposal Description (Evaluation Questions)

Step 1: Threshold Requirements

Consistent with state planning priorities, the proposal incorporates the principles of promoting infill development and investment in existing communities in order to encourage local and resource efficient urban development. Through implementing these principles, the Monterey Bay Area will protect, preserve and enhance environmental and agricultural lands and natural resources. Further, the promotion of compact development is a “smart infrastructure” strategy, promoting the efficient use of public investment dollars to ensure that infrastructure can be maintained and improved for the public on fiscally sound principles.

Together, a future compact development pattern that reduces the costs of accessibility to jobs and other activities will yield permanent decreases in per capita greenhouse gases pursuant to SB 375, and also will facilitate reductions in other transportation and industry sector contributions to greenhouse gas emissions, pursuant to the Global Warming Solutions Act of 2006.

Through CARB’s greenhouse gas reduction target setting process, the AMBAG Board of Directors has recommended that CARB issue a target of a 5% reduction in per capita greenhouse gas emissions by 2035. As data become available on new housing units and employment by Traffic Analysis Zone, AMBAG will conduct modeling to identify whether the long-term goals of AB 32 and SB 375 are being met. It is generally not feasible to analyze short term travel data as there are significant seasonal patterns and economic factors that influence travel that may obscure more profound underlying trends. Together with consistency determinations, AMBAG can model, interpret and predict short-range and long-range greenhouse gas emissions.

AMBAG’s regional Blueprint, Envisioning the Monterey Bay Area, provides the analytical basis for the greenhouse gas target the AMBAG Board of Directors provided to CARB ahead of its September Board meeting on adopting regional greenhouse gas targets. The Blueprint considers a range of future land use scenarios designed to identify changes in Vehicle Miles Traveled and Greenhouse Gas emissions among other indicators.

Step 2: Program Objectives

As the Sustainable Communities Strategy is a long range planning effort utilizing a coordinated land use and transportation planning process as its key strategy, many of the efforts will take 5, 10 or even 20 years to yield results.

1. Improve Air and Water Quality

Strategies used to meet the air quality objective consist of a coordinated land use transportation plan for the region that will result in compact development pattern such that residents drive less and thus reduce GHG emissions from the transportation sector and improve air and water quality throughout the region. As this long term plan is the key strategy employed by this grant proposal, the impact of this strategy on air and water quality improvements will take longer than the life of the grant. As such, an indicator to measure the outcome of this project will be model results for CO₂ and ROG emissions as well as Particulate Matter from the EMFAC2007 tool and based upon AMBAG Travel Demand Modeling outputs.

In utilizing the EMFAC2007 tool provided by the Air Resources Board, assumptions and data used for air quality monitoring are consistent with those used in the State Implementation Plan. Making adjustments to the

region's VMT figures through land use and transportation modeling will allow AMBAG to adjust model inputs and test the impact on GHG emissions as modeled by EMFAC2007. AMBAG is committed to working closely with the Monterey Bay Unified Air Pollution Control District to identify Best Management Practices to support improved air quality.

Water conservation and management in the AMBAG region will play a key role in developing the regions' SCS. There are multiple Integrated Water Management Plans in the region including the following:

- Monterey Peninsula, Carmel Bay and South Monterey Bay Integrated Water Management Plan
- Integrated Regional Water Management Plan for Greater Monterey County
- Northern Santa Cruz County Integrated Water Management Plan

The challenge that our region faces is that major transit corridors are also in the most water constrained areas; as such, intensifying development in these areas will require politically unpopular decisions such as desalination or better use of existing supplies. The issue will be more fully engaged and explored through the SCS planning process.

2. Promote Public Health

Public health can be measured by rates of obesity by the number of residents walking and biking to work. The Joint Work Plan for the SCS seeks to promote public health through the creation of walkable communities, increased access to retail and commercial establishments include grocery stores, increased access to other amenities such as parks and cultural centers that help to create thriving communities. As more people get out of their cars and walk, bike and take transit to work, school and play, this improves air quality and water quality, in turn creating healthier and happier communities. The public participation process will engage the social service and health fields as well as transit providers to develop strategies that respond to the needs of the region including providing improved access.

3. Promote Equity

Equity can be measured by access to opportunities such as transit and living wage jobs. This can be measured by identifying the income levels of residents living within walking distance of major employment centers. Furthermore, equity can be measured by calculating the dissimilarity index for the region and the cities within.

Strategies used to meet the equity objective include utilization of the RHNA process to allocate low income and mixed income housing near transit corridors and near job centers.

Disadvantaged communities will be engaged in the planning process through a series of workshops in the Deliberative Public Participation component of the proposal, which will provide Spanish translation services. Furthermore, balancing jobs and housing, reducing the distances to employment, encouraging new job growth will each serve to benefit all individuals.

4. Increase Housing Affordability

Housing affordability indicators include the Center for Neighborhood Technology's H+T index, which shows the percent of a given region's household that pays more than 45% of income on housing and transportation combined.

A major component of the proposal is to conduct a development potential analysis with the explicit purpose of informing the RHNA process such that it can successfully increase housing affordability while increasing compact development patterns and increased access to transit and living wage jobs.

5. Promote Infill and Compact Development

One of the primary objectives of this proposal, promoting infill and compact development will be achieved through a development potential analysis, a complete streets needs assessment and transition strategy, and through the effective development of regional CEQA/SCS guidelines that clearly state the incentives for developers to build compact projects in Priority Areas.

Increases in compact development and infill projects can be tracked through the SCS Consistency Determination requests that may likely be the responsibility of the MPO. Increased in average residential densities for each city as well as increases in multi-family housing can be tracked through Construction Industry Research Board Building Permit data which AMBAG received on a quarterly basis.

6. Revitalize Urban and Community Centers

The fundamental focus of the Monterey Bay Area SCS will be compact cities and the policies that strengthen existing urban and community centers. Reinforcing the jobs/housing balance or redressing the imbalance in many areas will strengthen existing communities, and the transportation investments that follow housing. By ensuring a diverse set of housing choices within easy access of jobs, the region meets the objective of ensuring equitable access and more focused opportunities. Working with business interests, AMBAG will develop visualizations of revitalized areas, providing a visual setting for downtown revitalization planning, consistent with the SCS.

Indicators include retail sales activity.

7. Protect Natural Resources and Agricultural Land

The compact land use strategy is a strategy that will protect natural resources and preserve agricultural lands. By focusing future development in existing communities, natural resources and agricultural land will be preserved.

Nothing in the proposal will conflict with CA Wildlife Action Plan, Natural Community Conservation Plans and Surface Mining and Reclamation Act programs and regulations. The compact land use strategy will focus development to existing urbanized areas away from existing natural areas, wildlife corridors and surface mining operations. These policies combined with mitigation management strategies identified through the transportation planning process, a more in-depth environmental analysis in a new CEQA document will ensure consistency with the Wildlife Action Plan, the Natural Community Conservation Plan and the Surface Mining and Reclamation Act.

Indicators include acres of land converted to urbanized uses and acres of land preserved through trusts, conservation easements and other similar means.

8. Reduce Automobile Use and Fuel Consumption

Compact land use strategies, combined with mitigation management strategies identified through the transportation planning process, a more in-depth environmental analysis in a new CEQA document will ensure consistency with the Wildlife Action Plan, the Natural Community Conservation Plan and the Surface Mining and Reclamation Act.

A compact land use pattern will both reduce the distance vehicles have to travel, and encourage the use of alternative means of travel—walking, biking, taking transit. All of which will reduce single driver automobile use. As land use changes are the slowest changing aspect of the SCS, long-term tracking will be need to measure outcomes, including motor fuels, vehicle trip counts, and modeling.

The Metropolitan Transportation Plan is developed to be consistent with the California Transportation Plan and specifically targets multi-modalism as an additional strategy to focus on in the region's priority areas.

Indicators include gas tax receipts and traffic counts.

9. Improve Infrastructure Systems

Envisioning the Monterey Bay Area is a "Smart Infrastructure" strategy, and emphasizes that studies have shown that compact urban forms are about 11% less expensive for a broad range of infrastructures than most "sprawling" patterns. Indicators used to measure infrastructure outcomes consist of transit ridership. As Smart Infrastructure supports compact development, a key component is transit. Increases in transit ridership in the region would suggest improved and smarter infrastructure in this region.

10. Promote Water Conservation

AMBAG's forecasting process is strongly influenced by Regional Water Management Plans, reflecting the strong local sensitivity to ensuring that available water resources constrain the future growth potential of affected communities. Consequently, all of the scenarios developed through Envisioning the Monterey Bay Area reflect some water constraints and existing plans for water supply, through the various Integrated Regional Water Management Plans. Besides water districts, the Pajaro River Watershed Integrated Regional Water Plan, the Monterey Peninsula, Carmel Bay, and South Monterey Bay Integrated Regional Water Management Plan, and the City of Santa Cruz Integrated Water Plan were consulted through this process and will continue to be consulted. Focus on a more compact urban form along with current water recycling efforts will result in per capita water reductions consistent with State goals.

As such, each scenario up to and including the scenario used in the Sustainable Communities Strategy places a strong emphasis on water conservation and advanced techniques to enhance the efficient utilization of a limited resource against the backdrop of sustaining the local economy and its population.

Indicators used for water conservation include per capita water usage rates obtained by the water districts.

11. Promote Energy Efficiency and Conservation

Compact cities facilitate more efficient land use patterns, including higher density housing that is more energy efficient than low-density leapfrog development. Data from the California Energy Commission and other sources will be used for cross-sectional analysis to measure energy efficiency outcomes. AMBAG Energy Watch

is a highly regarded program in the forefront of energy efficiency in California and cooperates with the regional Blueprint effort.

Indicators used include per capita residential energy consumption.

12. Strengthen the Economy

As a strategy to influence land use and transportation decisions, this proposal is indirectly related to strengthening the economy. The compact urban form will strengthen local governments through savings in capital and maintenance costs. The private sector will benefit from productivity gains stemming from shorter commutes, as congestion has long been established a source of economic costs. Overall, decisions influencing the relationship of housing to jobs and investments in existing communities will strengthen the economy and provide a clearer picture to those looking to invest in the long term future of the region. Indicators are employment by sector and location. Other data such as sales, tax revenue and fiscal data will be useful as indicators.

Indicators include net job flows and retail sales activity.

Step 3: Priority Considerations

1. Proposal demonstrates ongoing collaboration with state, regional and local, public and private stakeholders and community involvement

a. Tasks undertaken by all entities involved in the work plan are as follows:

For the Land Use Initiative, City and County staff from each jurisdictions will apply for an obtain micro-grants of up to \$15,000 and no less than \$5,000 from AMBAG to refine the regional GIS development potential analysis and/or supplement it with local data sets. This may involved field surveys of the selected parcels or other manual reviews of the data provided by AMBAG.

For the Transportation Initiative, the three Regional Transportation Planning Agencies will act as sub-contractors with AMBAG providing up to \$60,000 and no less than \$30,000 in funding to complete a Complete Streets Needs Assessment, Transition Strategy and Guidelines.

In the Deliberative Public Participation Program, AMBAG will hire a consultant to conduct the phone survey, a consultant to assist with the Deliberative Workshop facilitation and survey design, and another consultant to assist with the development of an interactive web-based visualization tool.

The remaining tasks fall under the responsibility of AMBAG staff. These include project management of the overall Joint Work Plan for the SCS; GIS analysis of Priority Areas and Transit Priority Project areas; production of visualization materials; coordination and document production for Complete Streets Needs Assessment and Transition Strategy in conjunction with the RTPAs; organizing and hosting public workshops and preparation of supporting materials; analysis of survey data and writing of policy briefs.

b. For the CEQA/SCS Initiative component, AMBAG will convene a wide array of stakeholders including staff from every City, County, and RTPA as well as other COGs, regional agencies such as the Monterey Bay Unified Air Pollution Control District, and private sector organizations such as Land Watch Monterey County.

For the Deliberative Public Participation Program, an advisory committee composed of expert researchers and other stakeholders in the region will provide significant guidance in developing the content of the public opinion questionnaire and workshop agendas. They will also be invited to serve as facilitators at the workshops.

c. Describe how the community will be engaged in the planning process.

The Deliberative Public Participation Program will engage the community in several ways. A set of Deliberative Polling (c) workshops will engage at least 200 residents in meaningful dialogue regarding the underlying principles and issues pertaining to SB 375. This will serve to meet the public workshop requirements of SB 375 as workshops will be held in each of the region's three counties.

Secondly, AMBAG will conduct a public opinion poll to collect data on opinions regarding the underlying principles and issues pertaining to SB 375 and will obtain a sample size of 1% of all households (2,512). This will serve to both raise the public awareness of SB 375 and the planning process and to provide locally germane data to help inform the regional planning process.

Finally, an interactive web-based visualization tool will be developed that will allow residents to see the impact of their opinions and preferences for housing and transportation on the region's collective development. Other visualization materials such as maps, graphs, charts, 3D diagrams and illustrations will further allow the public a way to engage in the SCS planning process. On-line surveys and interactive presentation technologies will be utilized to actively engage the public in the SCS planning process.

2. Proposal demonstrates strategies or outcomes that can serve as best practices for communities across the state.

a. Does the proposal include tools or processes that could be easily accessed and used by other government agencies to develop plans or strategies for sustainable communities?

Yes. The interactive web-based visualization tool and the accompanying infrastructure calculator, the survey data, and the Complete Streets Reference Guide are all deliverables that could prove useful for other government agencies or stakeholders.

b. How will your agency promote and share the Proposal's information, tools or processes?

Per grant guidelines, AMBAG will post all tools, processes and data on the AMBAG website. Furthermore, making larger datasets and files available on an FTP site, issuing press releases and holding public workshops will allow AMBAG to promote and share these resources.

3. Proposal is leveraged with additional resources, in-kind or funds.

a. Identify funding sources and amount already committed to the proposal and expected timing of funds. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc.

As this proposal is a request for partial funding for the SCS, other tasks for completion of the SCS and MTP will be obtained from Federal PL and FTA Planning Dollars. For the tasks described in this proposal, there will be a notable contribution from the Caltrans Community Based Transportation Planning Program of an amount not to exceed \$50,000 for AMBAG staff time in conducting the regional development potential analysis and economic feasibility analysis described in the Land Use Initiative section. The Community Based Transportation Planning Grant Funds are expected to be available starting in February of 2011, pending approval of the State Budget.

b. Identify potential future funding sources and the amount expected to be committed to the proposal.

Local staff work beyond the sub-contracts described in this grant application will be in-kind as staff time from local jurisdictions for their participation in the advisory committee for the Deliberative Public Participation component, as stakeholders convened around the CEQA/SCS Initiative and for additional time spent analyzing the development potential of the Priority Areas. It is anticipated that this will constitute approximately 5% of the amount requested from SGC or \$36,175.

4. The principal challenges facing the Monterey Bay Area include sea-level rise and a change in average daily temperatures. While events such as deterioration in the state's snowpack are outside the scope of this effort, there is a need to consider how future land use patterns will need to accommodate changes in the environment. Changes in average daily temperature, humidity and water resources could have severe impacts upon the agricultural industry of the region. As one of the most water-conscious regions in the state, the need for conserving water, re-using water and considering the feasibility of adding new water will profoundly shape not only agriculture but the economic well-being of the urbanized areas of the Monterey Bay Area.

Sea-level rise could also potentially severely damage the economy and lifestyle of the Monterey Bay Area. The region's tourism and major non-agricultural area industries may be crippled over the long run.

The current scope of AMBAG's SGC grant is focused on addressing the impacts from cars and light trucks in this region, pursuant to SB 375. That focus alone presents significant planning costs given the highly diverse political environment of the region. Examining engineering solutions to more widespread global climate change is beyond this current scope.

5. Through the Public Participation Initiative and supplemented by Federal Planning grant dollars in the development of the Metropolitan Transportation Plan, AMBAG will reach out to the economically disadvantaged and limited English proficiency populations of the region. Following similar outreach efforts through an Agricultural Vanpooling study, in which public opinion surveys were developed in Spanish and Native American languages related to mobility needs, AMBAG will continue new outreach to those communities. Sponsoring meetings in public settings with options for childcare will help encourage participation, especially with the cooperation of community groups that are already involved with the economically disadvantaged.

Step 4: Organizational Capacity

1. What is your organization's experience in completing this type of Proposal or similar Proposals? Is the expertise needed for the successful development of the Proposal available within the organization? If not, how do you plan to acquire it?

For the past three years, AMBAG has been developing Envisioning the Monterey Bay Area: A Regional Blueprint for Strategic Growth and Smart Infrastructure. Through this effort, AMBAG has focused the combined skills of travel demand modeling, advanced GIS, visualizations, survey development and deployment, multivariate analysis, applied economics, fiscal analysis, and the extensive land use and transportation planning skills of its staff in developing the Blueprint. Together with advanced understanding of EMFAC and other models related to transportation-land use connections, greenhouse gas and other emissions, AMBAG's staff is very well positioned to complete the proposed project.

AMBAG is staffed with the highly skilled professionals able to execute the grant scope of work. Other work required from agencies in the Monterey Bay Area can be completed by staff from those agencies, all of whom have worked on similar projects in the past.

2. Do you have active partners that will help develop the Proposal? How?

AMBAG has partnered with local agencies, transit agencies and Regional Transportation Planning Agencies and other partners in developing the scope. As a follow-through with the regional Blueprint effort, strong professional staff relationships have contributed to the substance of the proposal and how the proposal will be executed should it be funded.

3. How will the Proposal be kept on schedule and within budget?

AMBAG staff uses carefully constructed project management tools to chart, plan and manage workflow and the flow of expenses stemming from the project. Staff keeps close track of project funding with ongoing budget analysis, upkeep of required records and close coordination with highly experienced finance staff. While delays can occur, expenditures are tied to a specific deliverable, consequently, unforeseen delays will not result in unanticipated delays. As the development of project deliverables is an agency priority, maximum effort will be placed on effective project management.

4. If the Proposal goes over budget, explain your contingency plan to cover the cost.

The funding AMBAG is applying for is adequate for the needs of the SCS development. While there are unknown factors that can delay the execution of the grant, AMBAG and its partner agencies have collaborated in the past on similar projects and have carefully considered additional costs. Transportation planning costs will be absorbed, as allowed, by federal transportation planning grant dollars. However, additional housing planning and analysis is required beyond the amount that AMBAG has proposed for sub-contracting purposes and will have to be borne by local jurisdictions through their general funds. Finally, the budget for this proposal is segmented so that should the proposal not be fully funded, specific elements can be removed.

5. Identify in the work plan how the proposal will be implemented, including zoning updates if applicable.

As identified in the work program, the program will generate specific data sets, policy directives regarding transportation investments and land use planning, and regulatory direction regarding CEQA guidelines.